

Demonstrating
Campfire Marshmallows
A representative from the makers will explain the uses of this delicious confection for cake, soup, fillings, etc.
—4 lb. white tin Campfire Marshmallows 25c
—1 lb. white tin Campfire Marshmallows 5c
—DELICIOUS JELLY SQUARES—Four flavors 50c
—JELLY BEANS—Four small tins of each 50c
Main Floor, HBC



Hudson's Bay Company

INCORPORATED 2ND MAY 1670.

Other Branches at Winnipeg, Saskatoon, Calgary, Lethbridge, Nelson, Vernon, Kamloops, Vancouver and Victoria.

Box of 25 "Leader Cigars" 1.39
—Made especially for HBC this cigar is of excellent quality and is the perfect "Box" for the smoker. (Satisfaction—500 only at cost of 55 for 1.39)
—NOVELTY ART TRAYS—Initial sets trays in beautiful and silver finish. Assorted designs. Monthly figures attached. Each 1.50
—HBC DE LUXE PIPES—genuine silver pipes—hand engraved—fine with aluminum lab. Variety of shapes. Each 1.11
Main Floor, HBC

100 Smart Silk Dresses

For Juniors, Misses and Women

—Featuring the very newest style tendencies in smart dresses for any daytime occasion.
—Fashioned from lovely quality flat crepe, nicely trimmed with flares, pleats, shirring, new collars and necklines, and many other clever trimming ideas.
—Shown in black, navy and popular new Spring colors. Sizes 14 to 42. Specially priced at **10.95**

A Special Purchase of
25 New Tweed Suits, 13.95
Sizes 14 to 20 Years

—Smartly tailored tweed suits in single and double breasted styles with plain, wrap-around or new flared skirts. Juvenile little suits for business or street wear—nicely lined and finished with two handy pockets. Smart tweed mixtures of brown, grey, green, blue and sand. Skirts finished to be worn with either tuck-in or over blouse.
—Sizes 14 to 20. Early choosing will be in order at this special pricing of **13.95**

A Special Saturday Selling of
60 New Spring Coats 29.50
Poiret Twills, Covert Cloth and Tweeds
Sizes 14 to 20 Years

—Coats of all kinds for daylong smartness—tricotline and covert cloth coats with becoming little collars of fur—smartly tailored torse and soft woolen coats—with attached collars, cuffs and pockets for sports and travel wear. All the new spring shades. Sizes 14 to 42. **29.50**
Second Floor, HBC

Five Specials in Rubber Aprons

—Smart new Rubber Aprons of desirable quality, marked at prices you will be glad to pay. The newest New York styles are included in this specially selected group.

Women's Extra Heavy Rubber Aprons
Each 75c



Children's Rubber Aprons
Each 35c

Women's Extra Heavy All-over Aprons
Each 75c



Women's Rubber Coverall Aprons
Each 65c

The Spring Philosophy of Hats Calls for One for Every Occasion

—The Millinery Dept. follows every angle of spring chic in detail hats for the street ensemble, silhouette hats, and still more formal hats—snug fitting styles and a complete line of sports hats. All the new straw, felt and straw combinations are represented in the leading shades for spring. All headsets. Prices from **1.95 to \$25**
Second Floor, HBC

"Corticelli" Full-Fashioned Silk Hose

"Unquestionably a Better Stocking"



—For the convenience of our customers who demand and appreciate a better quality full fashioned silk stocking, we now carry five numbers in high grade "Corticelli" Silk Hose.

—H31—Heavy Service weight. Ashes of Rosas, Plaid, Beige Clair, Rendezvous, Couchant, Sunburn, Gunmetal, Suez, 5 1/2 to 10 1/2. Pair **1.95**

—H31—Sheer Clifton Stockings—Couchant, Nature, Gunmetal, Ashes of Rosas, Plaid, Beige Clair, Rendezvous, Sunburn, Beige Clair. Square heel. Sizes 5 1/2 to 10 1/2. Pair **1.95**

—H32—Heavy Service weight. Ashes of Rosas, Plaid, Beige Clair, Rendezvous, Couchant, Sunburn, Gunmetal, Suez, 5 1/2 to 10 1/2. Pair **1.95**

—H33—Sheer Clifton Stockings with French hand colors Blond Dore, Rendezvous, Gunmetal, Plaid, Sunburn, Couchant. Sizes 5 1/2 to 10 1/2. Pair **1.95**

Main Floor, HBC

2 Face Cloths and 2 Cakes of Palmolive Soap, 25c

—Pure white knitted face cloths, size 10 by 10 inches with attractive colored borders and 2 cakes of genuine Palmolive Soap. Saturday special, the four articles for 25c

200 Tins Only, Melba Talcum, 2 for 35c
—Usual 25c size. Three popular odors—Ondine, Rose and Fleurs. Special. 2 tins for 35c

Shaving Brushes 35c
—Large size with good grade badger trimmed ends. Fully guaranteed.

Novelty Imported Soaps
—Made in France in a variety of delightful shapes including fans, flowers, dice, animals, etc. Excellent for gifts, bridge prizes, etc.
Priced at, box, 20c to 1.50

Soap Values for Saturday

—Witch Hazel Toilet Soap 1 for 25c
—Skin Tonic Soap made by makers of Baby's Own. 3 for 25c
—Almond Cocoa Oil Soap. Bath size tablets 3 for 25c
—Hand Brand Castile Toilet size Soap. 6 for 25c
—French Castile, approximately 1 lb. bars 25c
—Violette Boracic and Cold Cream, bath soap 2 for 35c
—Oatmeal Bath. 3 for 25c
—Cuticura Soap 35c
—4711 Deodorant Toilet Soap. 3 for 35c
—Ivory Flakes. Per pkg. 10c

Tested Tonics

—Pure Cod Liver Oil, 16 oz. Biologically tested 65c
—Emulsion of Cod Liver Oil 75c
—Waterbury's Cod Liver Oil Compound 89c
—Malt with Cod Liver Oil, 2 lb. jar 1.29
—Syrup of Hypophosphites Bottle 85c
—Tau-Lac 98c
—Beef, Iron and Wine, Large size 79c
—Virol, large 16 oz. tin Per tin 1.19
Main Floor, HBC

Women's Rayon Gowns

500 in a Rush Selling
Saturday at Each 79c
Tailored and Lace Trimmed Styles

—Here's the value to bring you to the second floor at 9 A.M. Saturday.
—Lovely lustrous rayon is used in these gowns. Several styles, daintily trimmed with rayon lace, V- and square neck. Also tailored numbers with piping and smart applique designs in contrasting shades. Popular spring shades of pink, peach, maize, blue, coral and orchid. Small, medium and large sizes. Feature special at each 79c

Better Quality Tailored Rayon
Vests and Bloomers, 79c

—A new shipment just received and specially priced for quick selling Saturday.
—VESTS in opera top style with neatly tailored straps. Shades of peach, maize, sunset, sky blue, green and orchid.
—BLOOMERS with reinforced gusset and strong elastic at waist and lower. Shades of peach, sunset, green, coral, maize, sky blue, lipstick red, orchid and black.
—Standard sizes for misses and women. Saturday special, per garment 79c
Second Floor, HBC

A Feature Special for Saturday! Kiddies' Sweaters, \$1

—150 only so time your shopping for 9 A.M. Kiddies' pullover sweaters in fine shades of red, brown, coral, and fawn heather mixtures. Sizes 2 to 6 years. Priced for rush selling at \$1

A New Shipment of Children's Straw Hats at 1.95

—Smart little spring hats in new crocheted and mohair straws, prettily trimmed with corded silk ribbon and buckles to match. A variety of snappy youthful models for your choosing. Close-fitting and rolled brim styles. Shades of red, navy, green, sand, brown, coral and rose.

Girls' Navy Reefers at \$10

—A new shipment just received in time for Saturday. Girls' Navy cheviot gear reorders smartly tailored and finished with exceptionally good lining. "Canada" brass buttons and emblem on sleeve. Sizes 6 to 12 years. **\$10**
Second Floor, HBC

1250 Yds. Printed Cottons

Yard 32c
—Colorful, spring printed fabrics, 36 inches wide. A big selection of new designs and colorings. A very serviceable fabric fast in colorings. Special yard 32c
Colored Tarantulle, Yd. 39c
—A "Total" wash fabric in dainty pastel tints. Extremely popular for lingerie. 36 inches wide. Per yard 39c
Second Floor, HBC

Linen Finished Sheeting

72 inch 69c 81 inch 79c
Yard 79c
—Extra special value Saturday in linen finish bleached sheeting—snow white—heavy and durable.
360 Hennes Pillow Cases, Each 29c
—Snow white bleached pillow cases in 42 inch size. Long service can be expected from these pillow cases at the low price of each 29c
Second Floor, HBC

Printed Oriental Silks

Yd. 1.39
—Twelve of the newest and prettiest patterns in Oriental Silks of good weight. Fast washing. Women to give the best of service. Effective floral and geometric designs, 39 inches wide. Yard 1.39
54 Inch Navy Wool Broadcloth 2.65
—50 Yards only to go Saturday. Superior navy wool broadcloth possessing a rich velvety finish. We fully recommend this fabric as an unsurpassed value. 54 inches wide. Regular 3.05. Saturday special yard 2.65
Silk and Wool Mananya 1.75
—A delightful new weave in a most attractive selection of colors. Good weight silk and wool mixture. The ideal sports wear fabric, 36 inches wide.
—Free expert cutting in all materials purchased in our Silk and Dress Goods Dept. from any of the following patterns—McCall, Butterick, Vogue, Victor and Revue.
Second Floor, HBC

Men's New Suits

Plain Navy Serge
Fancy Tweeds and Worsteds

24.50

Single or Double-Breasted

—Snappy, up-to-the-minute spring suits for men and young men. Skillfully tailored by experienced workmen. Only first quality linings employed. The blue serge suits are of fast indigo dye. The tweeds and worsteds come in pleasing shades and patterns. Single or double breasted models in two or three button styles. Sizes 35 to 46.
—When you see and examine these suits you'll recognize their outstanding value.



Men's Sweater Bargain, 1.95

100 Only 36 Time Your Shopping for 9 A.M.
—One half of the quantity being V-neck pullover, larger sweaters which sell regularly for \$4 and \$5 each; the balance in the remainder of a special we have been selling for 2.50 each. Including V-neck pullovers and coat sweaters. Assorted colors. Sizes in the lot 35 to 42. Better come early for this quick selling bargain.



Rayon Silk Combinations 1.29

—Clearance lines from Mercury Mills Limited, bought at a big reduction in price and featured for rush selling Saturday. Perfect fit in serviceable wearing rayon silk. White, orchid, and peach shades. Athletic style—no sleeves, knee length. Sizes in the lot 34 to 44. It will pay you to anticipate your summer needs at this special price. Suit 1.29
Main Floor, HBC

Men's Special HBC

Fine Shirts 1.65

—Two separate collars to match or collar attached style. Shirts that were made to our own specifications, from fine quality broadcloths and printed percales in new spring patterns. Sizes 14 1/2 to 17.

Men's Smart New

Spring Ties 50c

—Buy your spring supply Saturday. The value is remarkable. A host of smart patterns in the wanted colorings. Open-end four-in-hand style.

New Spring Hats at \$5

New styles and superior quality
—New goods shown for the first time Saturday, at a most popular price. Superior quality fur felt hats in the newest and smartest styles—finished with raw edge welt and bound crown. Sizes in greys, and fawns. All sizes 6 1/2 to 7 1/2.

Art Silk and Wool Sox, Pr. 75c

Regular Value \$1 Pair

—Perfect goods from "Hosiers Limited." Fine quality ribbed knit art silk and wool mixtures, which give such splendid satisfaction. The wanted combinations—black and white, grey and white, fawn and white. All have spliced heels and toes. Sizes 10 1/2, 11, and 11 1/2. An extra special at pair 75c or 3 pairs for \$2
Main Floor, HBC

Boys' New Two-Pant Suits, 9.95

—25 only, just received and shown for the first time Saturday! Fancy tweeds in grey and brown mixtures. Smart, double-breasted models with art silk lining. Tailored to retain their shape. All have one pair long and one pair golf knickers. The golf knickers have "seamstress" at waist and knees. Sizes 35 to 39. Priced for immediate disposal at 9.95

Special Selling of Boys' Jerseys, 1.95

—Four different styles for your choosing—fine all wool, button-neck polo collar style in fawn and heather shades—ribbed knit crew neck woolen jerseys in dark navy blue with crest—V-neck style in fancy novelty patterns—and button front windbreaker style. All first quality goods and splendid value. Sizes in the lot 22 to 34 but not all sizes in each style. Each 1.95

Boys' Combinations, Suit 75c

—The well known "Pennant" make. Superfine cotton twilligan in mottled flesh shade. Two styles—button front with shirt and sleeves and ankle length—also short sleeves and knee length. Sizes 22 to 32. Suit 75c
Jasper Ave., HBC

Men's Shoes and Oxfords, Pair 3.95

Specially Purchased and Specially Priced
—Men's and big boys' black calf, tan calf and black kid shoes and oxfords. Several styles in both and oxfords. Single or double Goodyear welted soles and rubber heels. A special purchase and discontinued lines from our regular stock. Sizes 6 to 11 in the lot. Special, pair 3.95

Men's "Standard Master-Six" Oxfords

—Black kid, black calf and brown calf leathers of superior quality are used in the construction of our "Standard Master-Six" Oxfords. Made over smart and scientific lasts which fit the foot and please the eye. There are models to suit each preference. At this price they are remarkable value. B.C.D. and E. fittings. Sizes 5 1/2 to 10 1/2. Pair **\$6**

Women's New Footwear at 3.95

—Ideal shoes for spring wear! Constructed to give service! Smart new ties, strap slippers and oxfords in tan calf, black calf, tan kid, black kid and patent leathers. Sizes 5 to 7 1/2. Specially priced at, pair 3.95
Jasper Ave., HBC



FRITZI RITZ

By Ernie Bushmiller



Your Baby and Mine

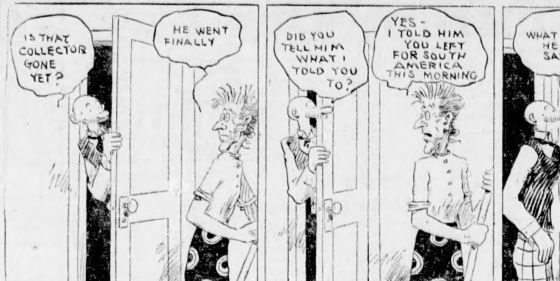
By MYRTLE MEYER LORBER

DOES AN ALIEN WORD THROUGH THE FAMILY INTO THE MIND OF A CHILD? It is a question that has been asked many times. The answer is, of course, yes. But the question is, how does it happen? The answer is, of course, through the words of the parents. The words of the parents are the words that the child hears. The words of the parents are the words that the child learns. The words of the parents are the words that the child lives by. The words of the parents are the words that the child grows up to be.

Does All the Fuss Help?

THE GUMPS

After All Is Said and Done



BOOTS AND HER BUDDIES

No News Is Bad News



FRECKLES AND HIS FRIENDS

Summer or Winter Alike



THE NEEBES

Home Sweet Home



THE ADVENTURES OF PETER PEN

By Nick Nichols



Little Stories for Bedtime

Another Meeting of the Quaddies

By FLORENCE BURGESS (Copyright)

Another Meeting of the Quaddies. Under the big luscious tree on the edge of the thicket, Billy Quaddie and his friends were gathered. Billy Quaddie was the leader. He was a big, strong, and brave. He was the one who had found the Quaddies. He was the one who had taught them to be brave and to be strong. He was the one who had taught them to be good and to be kind. He was the one who had taught them to be happy and to be content. He was the one who had taught them to be wise and to be thoughtful. He was the one who had taught them to be brave and to be strong. He was the one who had taught them to be good and to be kind. He was the one who had taught them to be happy and to be content. He was the one who had taught them to be wise and to be thoughtful.

LITTLE ORPHAN ANNIE

The Critic

By Harold Gray



SCHOOLS ACT GOES THROUGH SECOND TIME

Is Passed After Bitterly
Fought Contest in
House

After a bitterly contested and protracted debate, second reading of the Schools Act passed in the House of Commons today.

Mr. Bennett, minister of education, frankly admitted it might be amended for him to agree with the view that amendments to the act should be made. He said that the act was not perfect, but that it was a step in the right direction.

BUILDING NOW TOPS MILLION

Permits Issued Friday Total \$14,800—Beats 1929

Construction work in the city is now at a high level, according to figures released today by the city engineer. The total value of permits issued for construction work last Friday was \$14,800, which is a record for the city.

CLARIFY LAWS FOR MERCHANTS

Definition of "Second-hand Dealer" Now Adopted

The city council today adopted a definition of a second-hand dealer, which will clarify the law for merchants.

The council also adopted a resolution regarding the sale of second-hand goods.

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AMUSEMENTS

AT THE BALLOON

The balloon show at the fair is a great success. The balloons are of all colors and shapes.

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Are You Taking Pictures this Week End?

Buy Your Films Here
Our Stock is Always
Fresh

"Quality Film Finishing"

The Wilson
Stationery
Co.

10080 Jasper Ave.
Phone 23171

Quality Hardware

At Prices You Can Afford to Pay

Edmonton's Largest Hardware Store

Floor Wax 59c

Paint 10%

Lunch Time 1.09

Steel Wool 25c

SCISSORS

Special 3 pairs for 99c

J. A. WERNER

HARDWARE CO. LTD.

Edmonton's Pioneer Hardware and Radio Store

10139 - 99th St. We Deliver Phone 2230

MARTELL

Three Star BRANDY

Established 1715

Highest quality Cognac

Bottled in France

Worth Tipping!

Worth Tipping!

Worth Tipping!

Worth Tipping!

Worth Tipping!

Worth Tipping!

Worth Tipping!

Worth Tipping!

Worth Tipping!

PIGEON SHOOT NOW DEBARRED

Gentle Birds, Termed
"Nuisance," Will be
Treppied

The city council today decided to debar pigeons from the city.

The council also decided to debar pigeons from the city.

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FRAUD BRINGS YEAR IN JAIL

Youth Proved to Have
Long Record of
Crime

The court today sentenced a young man to a year in jail for fraud.

The court also sentenced a young man to a year in jail for fraud.

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THE MONARCH

JOHN BOLES

in his greatest Singing role.

DESSERT SONG

With Carolla King and Chorus of 100

Times of Showing

11:30 Show starts 11:30 and 1:30

Extra Show Saturday Morning

Starting at 10 A.M.

Adults 25c Children 15c

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DESSERT SONG

THE LONE STAR RANGER

JOHN BOLES

in his greatest Singing role.

DESSERT SONG

With Carolla King and Chorus of 100

Times of Showing

11:30 Show starts 11:30 and 1:30

Extra Show Saturday Morning

Starting at 10 A.M.

Adults 25c Children 15c

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DESSERT SONG

THE NEW CAPITOL Theatre

EXTRA SHOW SATURDAY MORNING

Adults 25c Children 15c

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THE NEW CAPITOL

EXTRA SHOW SATURDAY MORNING

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PRINCESS Theatre

EXTRA SHOW SATURDAY MORNING

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Adults 25c Children 15c

PRINCESS

EXTRA SHOW SATURDAY MORNING

Adults 25c Children 15c

THE MIGHTY

A Powerful All-Talking Action-Melodrama

Passed U.S.

ADDED

Two-act Talking Comedy

Admitted

Two-act Talking Comedy

Admitted

Two-act Talking Comedy

Admitted

Two-act Talking Comedy

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Two-act Talking Comedy

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Admitted

"It's Character That Counts"

ALL the world loves a horse—especially the splendid types that come from Scotland. With a horse—as with a man or a whisky—it's character that counts. When you are buying whisky select SANDY MACDONALD. It has a character all its own—it is a whisky so mild and mellow by age that you will say, as thousands of men do—

"SANDY MACDONALD IS A FRIEND OF MINE"

SANDY MAC (HIMSELF)

SANDY MAC (HIMSELF)

SANDY MAC (HIMSELF)

SANDY MAC (HIMSELF)

SANDY MAC (HIMSELF)

Alf Blythe Smashes Maples for 869 Total in the Five Pin Tournament

PASSES MARK OF FINDLAY FOR 3 GAMES

Elsie Bennie Lead: Ladies Followed by Mrs. John Michaels

Although most of the experts considered the five pin game of the Wednesday, in the annual Edmonton and District Five Pin Association tournament now in progress in the Recreation Centre, the ladies' game was the most extraordinary and gallant performance of the tournament, and whatever hopes Blythe had of capturing the championship were shattered by the ladies' game of 869 last night.

The first game was won by the ladies' team, and the second game was won by the ladies' team, and the third game was won by the ladies' team.

After starting well the Beavers faltered before the over-riding Edmonton City Bowlers' team, but came back to win the game by a score of 244 to 140.

The ladies' game was won by the ladies' team, and the second game was won by the ladies' team, and the third game was won by the ladies' team.

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RANGERS HOLD SENATORS TO ONE-ALL TIE

Third Place Sixties Finish Even: Gagne and Bourgeois Register Canadian Press

OTTAWA, Ont., March 21.—A solid team of bruising hockey failed to get New York Rangers and Ottawa Senators' young stars to register a goal in the first game of their home and home National League playoff series. One goal each was the best either team could do with their brilliant play and as a result will go into the deciding tilt of the round at New York Sunday night on even terms.

Joe Bonaparte, relief defense man, scratched the Rangers' center in the opening period on a goal he lifted from center ice. The puck went high enough to get out of goalie Connolly's range of vision and he did not even see it until it had flicked over his shoulder into the net.

In return, the Senators seemed to take on new life and in the second half snatched their opportunity from Delham from the side to four. Getting out past John Ross, the Senators' halfback little fellow who tends goal for Lester Patrick's team, was too tough a proposition, however, for anything to come of the momentary strenuous effort.

Just less than seven minutes of the final period had ticked off before the Senators, still forcing the pace, managed to get a shot past the brilliant Art Gagne, who had a loose puck in the Ranger end of the arena, which he shot and let one fly to find the upper corner of the goal.

Ottawa—Goal, Connolly, defense, Chene and A. Smith, center, Lamm, wing, R. Brown and Pringle, forward, Gagne, Colby, Taylor, St. Jacques, and Howe.

Y. Rangers—Goal, Monch, defense, Vall, wing, W. Colby and F. Colby, forward, Gagne, Colby, Taylor, St. Jacques, and Howe.

Referee: Chapman and Mallinson.

Summary

1.—New York, Bourgeois, 9:45.

Penalties: F. Colby, 10:30.

No score.

Penalties: Johnson, Murdoch, 10:30.

Second Period

2.—Ottawa, Gagne, 6:45.

Penalties: A. Smith, Taylor, Murdoch, 10:30.

Shots on goal: Rangers, 11, 9, 13—33; Connolly, 11, 4, 8—24.

First Period

The first sure-looking one that went wrong fell to Gagne from the Ottawa captain went in to get the rebound of the previous shot, which Connolly caught off his net. The Rangers' stand was practically unopposed but "King" ever anxiously drew the puck to the side of the mark.

After 2:45 Bonaparte scored a surprise goal to give the Senators the lead. His high shot from center ice got out of Connolly's vision and went into the tape over the Netminder's shoulder.

Second Period

The Senators started to a strictly conventional form of attack and after little ground owing to the star players' checking of Patrick's men. After 10:30 the New Yorkers played holding, the game was detailed for the first time.

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Exclusive to Edmonton Bulletin

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In the ten pin contest, Elsie Bennie, who defeated the club's team in the final, five games being played with the club's existing three. The scores were: Elsie, 277; 277; 277; 277; 277.

The members of the winning team are: D. Clendy, Dr. J. R. Long, P. W. Cannon, W. Parks, R. Hudson, W. Burton.

Referee: R. Carpenter, J. Logan, St. Logan, R. Boone, G. L. Dancocks, J. Bulby.

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Men's Bowling Race

New Optical
Department
—Second Floor—

EATON'S DAILY STORE NEWS

Store Hours: 9 a.m. to 6 p.m.

Mid-Day Lunches
25c and 35c
—Lunch Room, Main Floor—

25 Pairs Curtains, 1/3 Less

Shopping Prices for Saturday Shoppers

An event like this offers the opportunity to procure better quality hangings at much below usual prices. Some of our best lines are represented in the assortment.

Among the frilled curtains there will be both cream and white grounds—some with a small self dot pattern, others with gay coin sport designs in bright colors, some with plain frilling and some with colored edges, and still others with rayon border inserts in pleasing color combinations. The panels in both Swiss and rayon materials.

Also some marquisette curtains. They have become slightly tilted in handling and are clearing Saturday at special low prices.

\$1.65 to \$3.55

New Window Blinds

They cost little and last so long for they're made of heavy well-filled opaque cloth in two colors—green and cream. Strong spring rollers with plenty of reserve lifting power. 37x50-inch size. With nails, two to a window.

59c



FIVE POUNDS Floor Wax

HARDWOOD floors and linoleum will take on a hard glossy finish when this wax is applied.

This is an economical way of purchasing wax.

\$1.25

Our Trusight Lenses

If you need glasses insist on the Best. Trusight Lenses are sold exclusively by Eaton's Optical Department. They are best procurable in eye glass lenses and are priced in accordance with the Eaton policy of Low Prices.

Phone 91220 for appointment.

—Eaton's Modern Optical Service, Second Floor



WOMEN'S

Smart Triangular Scarfs Of Gleaming Flat Crepe

SCARFS! Gay! Spring-like! Sporting! Equally smart with coats, frocks and ensembles. A good large size in a variety of attractive patterns and colors, red, powder brown, beige and green.

REMARKABLE VALUE AT **\$1.19**

Spring Opening



3 Only Viking 8-Tube Radios

HERE is one of the best Radio values we have ever been able to offer. A powerful Neutrodyne circuit employing push-pull amplification and encased in a beautiful walnut cabinet.

The rich-toned Utah Super-dynamic Speaker is in a separate table cabinet, the two units making a receiver that would give any home special for Saturday.

Complete with Tubes

—Available on deferred payments at an equitable extra charge.

\$125.00

Smart New Leather Purses

Fine Leathers Beautifully Finished

Bags we would choose as the perfect type for wearing with Spring suits. They express the same tailored feeling—simple, graceful lines—combined with a delicate chic.

There are pouch bags and underarms, each one charming and distinctive in color and style. Beautifully finished inside and out, Saturday.

\$2.95

Seasonable Remedies, Toiletries and Soaps

AT EATON'S Low Prices

Whisk Fruit Salt	77c	Lined for medicinal use, 1 lb.	19c
Phillips' Milk of Magnesia	39c	Laternite 3-oz. Bottle	19c
Pinkettes		7-oz. Bottle	39c
Vaseline Compound	90c	14-oz. Bottle	77c
Burdick's Blood Purifier	89c		
Vaseline	39c		
Vaseline Vapo Rub	39c		
Wool's Norway Pine Syrup	35c		
Illustrated Magazine, Reader or Youth's	63c		
Claret	29c		
Pfeiffer's	69c		
Puritan Extract of Malt, 2 1/2-oz. Tin	80c		
Cod Liver Oil	80c		
White Pine and Tea	35c		
Medicinal Petroleum	59c		
16-oz. Bottle	15c		
Powdered Nuts, 1 lb.	15c		

Indestructible Pearl Strands
At Far Under Usual Price

Many-pearl beads that have been found in more than 100 years old. They are made of a strong cord, with a knot between each bead. They are a beautiful creamy tint and a delicate pink at the ends. A beautiful and valuable gift.

50c

25c Lunch

Served 11:30 to 1:45

Vegetable Soup
Roasted Tongue
Bread and Butter
Strawberry Ice Cream
Tea, Coffee or Milk

200 Yard Spools of Sewing Thread

Strong, all-purpose cotton thread—economy priced. Full range of sizes in black and white. 6 Spools.

—Notions Section Main Floor

EVERYBODY'S CANDY TREAT

Fruit Drops in Popular Flavors

Fresh from the Eaton Candy Kitchen, this week-end, comes a supply of the favorite and hard candy drops—Strawberry, Peppermint, Lemon, Orange, Raspberry, Peach, Cherry, Apple, and many others. All the favorite flavors—satisfying, delicious, and delicious.

19c

QUALITY MAINTAINED—VALUE EXTRAORDINARY

35c Luncheon

Vegetable Soup
Fried Pork Tenderloin, Creamed Carrots, Mashed Potatoes and Gravy
Bread and Butter
Mango Walnut Cake à la Mode
Tea, Coffee or Milk
Served 11:30 to 1:45

Service Groceries — Meats — Fruits

Phone 91243 — Orders received before 12:30 will be delivered same day to districts where there are two deliveries daily.

FLOUR		ROYAL HOUSEHOLD	
100 lb. bag	\$4.25	100 lb. bag	\$5.95
50 lb. bag	\$2.15	50 lb. bag	\$3.05
25 lb. bag	\$1.10	25 lb. bag	\$1.25
R. C. PIERCE CANNED		GRANULATED SUGAR	
100 lb. bag	\$5.95	100 lb. bag	\$5.95
50 lb. bag	\$3.05	50 lb. bag	\$3.05
25 lb. bag	\$1.25	25 lb. bag	\$1.25
BUTTER		Eaton's Imperial Brand	
1 lb. package	79c	1 lb. package	79c

EATON'S Quality Fresh and Smoked Meats

ROYAL HOUSEHOLD		ROYAL HOUSEHOLD	
100 lb. bag	\$4.25	100 lb. bag	\$5.95
50 lb. bag	\$2.15	50 lb. bag	\$3.05
25 lb. bag	\$1.10	25 lb. bag	\$1.25

Bakery Shortening
Extra Special, 5 lb. pail **\$3.30**
Premium, Shamrock or Superior Choice Ham (whole or half) **38c**
Special, per lb. **16c**

At the Fruit and Vegetable Counter

SPRINGING APPLES		SPRINGING APPLES	
100 lb. bag	\$3.30	100 lb. bag	\$3.30
50 lb. bag	\$1.65	50 lb. bag	\$1.65
25 lb. bag	\$0.82	25 lb. bag	\$0.82

EATON GROCERIA

Divisions of Quality Low Prices

Shipping in the Eaton Groceries is the last word in economy. Self-Service, Cash Prices, Correct weights—and all goods are sold under the widely known Eaton guarantee of Satisfaction or Money refunded.

BUTTER —Eaton's Sun Gilt		BUTTER —Eaton's Sun Gilt	
100 lb. bag	\$10.00	100 lb. bag	\$10.00
50 lb. bag	\$5.00	50 lb. bag	\$5.00
25 lb. bag	\$2.50	25 lb. bag	\$2.50

At the Fruit and Vegetable Counter

SPRINGING APPLES		SPRINGING APPLES	
100 lb. bag	\$3.30	100 lb. bag	\$3.30
50 lb. bag	\$1.65	50 lb. bag	\$1.65
25 lb. bag	\$0.82	25 lb. bag	\$0.82

Paris Prefers the Suit

We'll all be wearing suits this Spring—if we're going to be smart! Suits in their new versions—with longer, fuller skirts, with a slim suggestion of waistline, with soft details that make them feminine. Here we've a chic trio!

A Spring Straw!	A Frilly Blouse!	A Fox Scarf!
WE chose it as a chic escort to the navy blue tulle.	It will add a touch of feminine prettiness to the tailored suit.	A LUXURIOUS complement to any costume! Soft, silken and flattering to the face.
\$5.00	\$5.95	\$59.50

Five Specially Good Values in Basement

NICKEL-PLATED Tea Kettles	Children's Racer Wagons
Heavy copper kettle with a thick nickel-plating. 10 1/2" x 12 1/2" x 12 1/2".	STRONGLY made wagons similar to sketch—for little girls and boys about three or four years. Wooden box, 8x19 inches, steel gear, red trimmed disc wheels with 1/2-inch rubber tires.
\$1.98	\$2.25

"Happy Day" Electric Washer and Wringer

HOUSEWIVES who require an Electric Washer and Wringer at a low price will find this machine will meet all the requirements that are expected of much higher priced machines. Cypress wood body with corrugated rubbering surface.

Equipped with 1 1/2-horse power motor, all parts enclosed. The washer is equipped with soft rubber rolls. This machine is guaranteed to serve you for years.

PRICE COMPLETE **\$59.00**

—Available on deferred payments at an equitable extra charge.

Regent Cord Tire and Tube

Long-wearing 34x3 1/2 size guaranteed free of defects from workmanship or materials, complete with air pump. **\$4.75**

Road King Bicycles

A practical wheel for youth and men. Built in our own shop. Machine with the durability and appearance of high-priced models, and selling at a low price. Priced with a reliable roadster. **\$25.50**

—Available on deferred payments at an equitable extra charge.



Saturday Lunches
25c and 35c
11:30 to 1:45 p.m.

EATON'S DAILY STORE NEWS

Daily Store Hours: 9 a.m. to 6 p.m.

Shop Early
On Saturday
Limited Quantities

A Full Page Devoted to Boys' and Men's Wearables Pre-Easter Sale of Men's Tweed Suits

Every Suit a Rare Find at Less Than Ten Dollars

At a price one associates with a pair of good trousers—and for \$9.95, you get a 3-piece suit. Two-button single-breasted coat, regular style vest and well-cut trousers with a full quota of pockets and belt loops.

For every-day wear you can't beat these suits. All higher priced suits are included, which means a saving well worth while and you will be well repaid for the time that it takes you to pick one from our tables. The material being tweed will give long and satisfactory service. The colors are of present popularity. The patterns—herringbone, plaids and twists, speak well for the entire lot. Notch lapel coats to attract the younger man, who is attending high school, business college or university. Sizes 35 to 44. They will clear in quick order at

\$9.95

Minor Alterations Made Free of Charge

Better Quality Suits For Dress Wear at Fifteen Dollars

Mostly Grey and Blue Serges for Business or Sunday Wear

In the grouping you will see three-piece suits, which the maker never dreamed would be sold for anywhere near this price. In fact \$15.00 is practically the cost of replacement. Greys and navy blues—but they're always good and good dressers have at least one or two in their wardrobes. Many branded line suits are in this grouping.

Styles for the young man and his elders. Single and double-breasted. Grey and navy serges and a sprinkling of fancy tweeds and worsteds included. Sizes 35 to 46. Come at nine o'clock if you wish to avail yourself of one of these extremely well tailored suits.

No C.O.D. orders filled. Saturday morning, your choice.

Minor Alterations Made Free of Charge

\$15.00

You Need Pay Only 95c For a Good Dress Shirt

Sherwood Brand Broadcloth and Imported Fabrics

If you have never paid as little as 95c for a shirt for general wear, just take a moment to inspect this offering of handsome plain and fancy colored shirts, which carry the Sherwood crest.

You have choice of collar-attached and neckband styles. Even at this sale pricing, the colors are new and smart and will emerge from the tub in their pristine glory. These shirts were made during the slack time at the factory, which assures one of good shirt making and better-than-usual materials.

There's a host of patterns—stripes and novelty effects. Many plain colors are included for the man, who likes solid colors. These shirts will be stacked according to sizes for easy selection. Sizes 14 to 17, half sizes included.

Extra Special

95c

See
Window
Display

—Men's Wear Section,
Main Floor

Navy Drill Work Shirts

An Early Shopping Prize

THIS is one of those once-in-a-while offers in which workmen are anxious to participate. One only needs to inspect the shirts to fully appreciate the values.

Standard size closed body style shirts cut from sturdy navy drill—double shoulder strap, lay-down collar, breast pocket. Sizes 14 to 17.

EXTRA VALUE AT

\$1.00

Neckwear—The Best Values at Fifty Cents

Great Good Value for Saturday Shoppers

TAILORED neckwear—the kind that men only expect to find priced at double! A special purchase accounts for the remarkably low pricing of 50c. You can have twice the number you contemplated buying.

Smartly patterned and colored ties that go well with four and five dollar shirts—they're that nice. Full length and cut on the bias from rayon fabrics and lined with wool so as to not crease. Easy to knot and they always look neat.

50c

SATURDAY MORNING, EACH

Men's Fancy Pyjamas

Broadcloth and Novelty Weaves

TWILIGHT brand nightwear that will be highly popular with the younger man because of the striking fancy and new striped patterns—color harmonies of which are those in vogue.

Pull on coat style tunic. V-neck with rayon frogs and white buttons. Pants are made up and have draw string waist. All through body made and finished. Blue, red, fawn and black are outstanding shades. Sizes 35 to 44. Just 120 each.

Saturday at Eaton's you can buy them for only

\$1.50

9 o'clock Special! 86 Men's Jumbo Knit Sweaters at \$1.50

And They're the Sweaters which Can Be Worn During all of the Four Seasons in Alberta

For indoor or outdoor work, sports or motoring, these jumbos are suitable and the colors are most serviceable—lovely and brown heathers. If you're too busy to shop at nine o'clock tomorrow, your wife will be delighted to select one for you. Just tell her the size and the color you desire.

Made by a reliable manufacturer on machines which are modern. The yarns are union and all wool for longer-wearing and greater comfort. Sizes 35 to 42 in the grouping. No C. O. D. orders filled.

Saturday, 9 a.m., each, \$1.50.

Boys' Long Pants

Mannishly Cut and Cuffed

It is to ensure that parents have the opportunity of saving toward boys for their tops at \$1.00 that you will pick quickly, Saturday morning. Grey and brown suitcases—herringbone, stripe and solid weaves. Each pair sports two side pockets and one hip pocket, iron set hangers, wide bottoms and deep cuffs. Sizes 10 to 16.

TOMORROW MORNING, PAIR

\$1.00

Boys' "X" Back Suspenders

In excellent position for boys to wear. They're made of leather and will stand the roughest wear and abuse. Handmade leather ends. SPECIALLY PRICED

25c

Police Suspenders

MEN will grasp this chance of buying fresh, new police style braces at such a low price.

Made of strong, live elastic weaving with leather tips and cuffs.

35c

Fancy Suspenders

DRESS style with X back and colored leather ends—to wear with your Sunday suit.

Extraordinary good value and 56 pairs will be shipped in "double-quick" lots Saturday.

35c

Boys' Black Elk Scuffer Boots at \$2.25 and \$2.45

Serviceable made shoes which will withstand many days of rough wear and tear. Good leather insoles and with Patco outer soles. Which double the service of every pair. Sizes 11 to 2, \$2.25. Sizes 2 to 6, \$2.45.

It's Easy to Pay \$3.69 for Shoes

That Are as Good as These

GOODYEAR welt boots and oxfords—just think of it—for the small sum of \$3.69. No wonder, our shoe buyer is so enthusiastic about this grouping of 60 pairs. You'll be too when you examine the models, the leathers and workmanship, Saturday morning.

Dressy made with black and brown leathers. Goodyear sewn leather soles and vulcanized rubber heels. All sizes to the lot. Saturday Morning, pair, \$3.69.

Boys' 2-Piece Tweed Suits

That Will Be Worn This Sunday

If your son has been asking and asking for a new suit—this will be a good time to satisfy his desires—and one of these double-breasted suits will do it so admirably. This grouping of 42 suits was specially purchased in order that we might offer them to you at \$7.50. And we know that you'll appreciate the value to be given.

Natly tailored of quality tweed in grey and brown check, stripe and heather mixtures. Coats have peak lapels while trousers are finished belt loops, inside waist buttons and deep cuffs. Sizes 30 to 36, Saturday.

Customer's choice

\$7.50

PLEASE SEE PRECEDING PAGE

Men's Deerskin Gloves

Dress gloves that will be worn now and later with new Easter suits. And had they passed the factory inspector's eye, the cost would have been much higher. There's nothing to affect the appearance or wearability.

All sizes, 144 pairs only. Saturday morning, your choice

\$1.45 Pair

T. EATON CO. LIMITED
EDMONTON CANADA

Sock - Socks - Sock - Socks

Cashmeres in Pleasing Colors

Where is the man, who has ever had enough socks? At 48c a pair, 240 pairs will go like "wild fire," Saturday morning as soon as the doors open.

Ribbed style hose with wear-resisting heels, toes and soles, and comfortably-fitting ribbed tops, which will stay up unaided by garters.

As these colors have made a big hit with local boys, we were satisfied only with Fawn, Brown, Grey and Lavender. Sizes 10 to 16.

Come at 9 o'clock. PER PAIR

48c

Men's Fancy Full Fashioned Cashmere Hose

A special value here in a high-grade Cashmere Hose designed in new and very neat patterns.

The cross check designs in which these come are quite effective without being too conspicuous. The contrasting colors are pleasingly blended on backgrounds of fawn, grey, heather, fawn, etc. They are snug-fitting ribbed tops; heels and toes are reinforced with extra yarn. Sizes 10 to 16.

75c

Inspect these two Sock Values Early



Eaton's
Sock
Section
Main
Floor